

How do I start Product Focused Research?

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Research can either be 'Product focused' or 'Client focused'. This article will explain how to start a piece of 'Product focused' research, sometimes known as generic research.

Please refer to 'How do I start client focused research?' for more information on client focused research.

Product focused research allows you to do general research into the features of all the contracts available on Synaptic. It is not taking into account any client or benefit requirements.

Product focused research is started by selecting the product type from the **Homepage**. In this example **Personal Pension** is being selected:



Product Type	Contracts	Providers
Executive Pension		
Executive Pension	2 contracts	2 providers
Group Personal Pension (Including Stakeholder)		
Group Personal Pension (Including Stakeholder)	17 contracts	8 providers
Personal Pension (Fully Insured)		
Personal Pension (Fully Insured)	36 contracts	21 providers
Section 32		
Section 32	8 contracts	7 providers
Self Invested Personal Pension		
Full	101 contracts	66 providers
Hybrid	24 contracts	14 providers
Small Self Administered Scheme		
Deferred	2 contracts	1 provider
Full	30 contracts	30 providers
Hybrid	2 contracts	1 provider
Stakeholder		
Stakeholder	8 contracts	7 providers
Trustee Investment Plan		
Trustee Investment Plan	19 contracts	15 providers

Selecting the product type will take you through to the client details screen:

Enter client data

Client entry

Client 1

First name:

Last name:

Date of birth: (dd/mm/yyyy)

Sex:

Smoker: Yes No

Occupation:

Annual earnings:

Benefits/contributions

Retirement Age: years

Term: years

(Leave fields below blank if other premium frequency required):

Monthly contribution (gross): £

Single contribution (gross): £

IMPORTANT - Please select Features to match premium frequency required:

Select **Skip client entry** to start the product focused research.

It will then list all of the contracts and the features available,

This type of research is automatically deleted after 30 days of being completed, unless the title of the research has been amended.

This is the end of the article,
